



WKXW-FM
Community Outreach Report
Q4 2014

Following is a listing of some significant issues responded to by the Station WKXW-FM, Trenton, New Jersey, along with the most significant programming treatment of those issues for the period of **October 2014 until December 2014**. The listings are by no means exhaustive. The order in which the community outreach events appear does not reflect any priority or significance.

Issue/Event: Cystic Fibrosis Cycle for Life

Date: Sunday, October 5, 2014

Time: 8:00 am

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Cystic Fibrosis Cycle for Life, located on the Pier Village Boardwalk in Long Branch, NJ. The purpose of this event was to help raise money and support research for Cystic Fibrosis Foundation. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: Mental Health Awareness Walk

Date: Sunday, October 5, 2014

Time: 8:30 am

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Mental Health Awareness Walk at Johnson Park in Piscataway, NJ. The purpose of this event was to help raise money and support research to assist those prone to challenges with substance abuse disorders. Event was attended by NJ 101.5 Director of Promotions Ray Handel.

Issue/Event: Lakewood F.A.R.E Walk

Date: Sunday, October 12, 2014

Time: 9:00 am

Duration: 1 1/2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Lakewood Food Allergy Research and Education (F.A.R.E) Walk, held at First Energy Baseball Park in Lakewood, NJ. The purpose of this event was to help raise money and support research to assist those prone to challenges with life threatening food allergies. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: Cranford Street Fair

Date: Sunday, October 12, 2014

Time: 12:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Cranford Street Fair on Walnut Avenue in Cranford, NJ. The purpose of the fair was to provide a fun day for the community with a day of games, food vendors, live entertainment and more. The fair was free to attend and helped promote and support the local community. Event was attended by NJ 101.5 Director of Promotions Ray Handel.

Issue/Event: "Announcing for Radio and Electronic Media" class visit

Date: Monday, October 13, 2014

Time: 1:20 pm

Duration: 1.10 hours

Description of Program/Event: Seven students from an "Announcing for Radio and Electronic Media" class at Mercer County Community College visited WKXW-FM (NJ101.5) for a tour of the building. The students were escorted around the building and met staff members in various departments. The students were able to ask staff members about their jobs and roles at the station. Students also received career advice from the station's talk show talent and news anchors about how best to break into the business. Some of the things discussed include: internships, available positions at the station and general information about our programming. The class was escorted by NJ 101.5 Assistant News Director Annette Petriccione

Issue/Event: Comfortree 5k

Date: Saturday, October 18, 2014

Time: 7:30 am

Duration: 1 1/2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Comfortree 5k at Duke Island Park in Bridgewater, NJ. The purpose of this event was to help raise money and support research to benefit all cancer patients in New Jersey. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: Birdies for the Brave

Date: Monday, October 20, 2014

Time: 8:30 am

Duration: 3 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending "Birdies for the Brave" at Jasna Polana Country Club in Princeton, NJ. The purpose of this event was to provide a golf outing to benefit and support our National Military of the United States Armed Forces and their families. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: Marine Corp League 1284 Road Detachment Food Drive

Date: Sunday, October 26, 2014

Time: 12:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Marine Corp League 1284 Road Detachment Food Drive at the ShopRite Supermarket in Somerville, NJ. The purpose of the event was to collect was to collect canned goods for the Somerset City Food Bank. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: Millburn-Short Hills Street Fair

Date: Sunday, November 2, 2014

Time: 12:00 pm

Duration: 2 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Millburn-Short Hills Street Fair on Millburn Avenue in Millburn, NJ. The purpose of the fair was to provide a fun day for the community with a day of games, food vendors, live entertainment and more. The fair was free to attend and helped promote and support the local community. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: "Weather, Climate and Television I" class at Rutgers University

Date: Friday, November 7, 2014

Time: 10:55am

Duration: 80 minutes

Description of Program/Event: NJ 101.5 Chief Meteorologist Dan Zarrow spoke before a "Weather, Climate and Television I" class at Rutgers University. The title and topic of Dan's appearance was "The Road to a Career in Broadcast Meteorology." The first portion of his talk focused on the traditional path to landing a job in broadcast meteorology, from education to internships to demo reels to resumes to hiring. Dan talked about his years as a television and radio meteorologist as a way to provide real-life examples of the trials and tribulations of his own job search. For the second part of his presentation, Dan shared advice for telling the daily story of the weather forecast using a "weather headlines" approach. The students asked questions in regards to internships, careers and college course suggestions.

Issue/Event: Vets Hiring & Resource Fair

Date: Thursday, November 13, 2014

Time: 9:00 am

Duration: 3 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Vets Hiring & Resource Fair at 430 Western Ave, Morristown, NJ. The purpose of this event was to help support veterans returning from active duty and assist them with one-on-one coaching, workshops and job opportunities to help them return to the workforce. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: Cystic Fibrosis Comedy Night

Date: Thursday, November 13, 2014

Time: 4:30 pm

Duration: 3 hours

Description of Program/Event: Station promoted awareness by announcing the event on air, on website and by attending the Cystic Fibrosis Comedy Night, located at Addison Park, 150 Route 35 North, Aberdeen, NJ. The purpose of this event was to help raise money and support research for Cystic Fibrosis Foundation. Event was attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt.

Issue/Event: “Media, Ethics & Law” class at Rutgers University

Date: Friday, November 14, 2014

Time: 9:50am

Duration: 80 minutes

Description of Program/Event: NJ 101.5 News Anchor Kelly Waldron Deal spoke before a “Media, Ethics & Law” class at Rutgers University. Kelly covered a variety of topics including the many ethical situations she has faced over the years as a reporter and anchor. She also discussed the challenges she’s faced as a female in the business, the role the Internet and social media plays in the industry and how the industry has changed over the years. Kelly also gave suggestions and tips on what students can do if they want to break into the radio and media business. She talked about the importance of internships and getting hands-on experience. Kelly also discussed various career opportunities within the business.

Issue/Event: Family Adoption Holiday Donation Drop-Off

Date: November 28, November 29, December 5, December 6 and December 7, 2014

Time: 11:00 am, 12:00 pm or 1:00 pm

Duration: 3 hours at each location

Description of Program/Event: Station promoted awareness by making on air and website announcements looking for toy and clothing donations for shelters throughout New Jersey. We collected donations at the Shoppes at Union Hill 11/28, Shoppes at Old Bridge 11/29, Quaker Bridge Mall 12/5, Monmouth Mall 12/6 and Bridgewater Commons Mall 12/7. All drop-off locations were attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt and/or NJ 101.5 Director of Promotions Ray Handel.

Issue/Event: Shelter Donation Drop-Offs

Date: December 15, December 16, December 17 and December 18, 2014

Time: 9:00 am

Duration: All Day

Description of Program/Event: Once we received all of the donations given to us by the listeners for our Family Adoption Holiday Program, we went to five different shelters to drop off the items to the families that requested them for the holidays. All drop-off locations were attended by NJ 101.5 Promotions Coordinator Mike Hildebrandt and/or NJ 101.5 Director of Promotions Ray Handel.